



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, August 21, 2012  
Pinnacle Conference Room at Human Resources  
7575 East Main Street  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call 8:00AM**

Michael Hoffmann, Chairman	David Richard
Kathleen Glenn, Vice-Chairwoman	Mike Surguine
Tom Enders	David Scholefield- <b>LEFT AT 9:19AM</b>
Ace Bailey	

**2. Approval of Minutes**

Commission discussion and possible action to approve the June 19, 2012 regular meeting minutes (Attachment No.1) **COMMISSIONER SURGUINE MOVED TO APPROVE THE MINUTES OF THE JUNE 19, 2012 MEETING. COMMISSIONER SCHOLEFIELD SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2, 3)
- b. Bed Tax Proforma (Attachment No.4)
- c. Smith Travel Report (Attachment No.5)
- d. Program Updates

**4. FY12/13 Event Support Funding Program Applicant Presentations**

Event Support Funding Program FY 12/13 applicant review and commission discussion. (Attachment 6, 6a - Notebook).

Staff Contact: Steve Geiogamah

**5. Hospitality Trolley Service**

Commission discussion and possible action regarding the hospitality trolley service program (Attachment No.7)



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

Staff Contact: Madeline Clemann, Transit Supervisor **COMMISSIONER SURGUINE MOVED TO APPROVE UP TO \$150,000 FROM CARRYOVER. COMMISSIONER SCHOLEFIELD SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**6. Charles Schwab Cup Tournament Sponsorship**

Commission discussion and possible action regarding recommending city bed tax event development funds toward the Charles Schwab Cup Golf Tournament sponsorship proposal.

Presenter: Jordan Upleger, Manager Tournament Operations

(Attachment No.8, 8a) **COMMISSIONER SURGUINE MOVED TO RECOMMEND APPROVAL UP TO \$50,000 BED TAX, EXCLUSIVE OF IN-KIND SERVICES. COMMISSIONER RICHARD SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIRMAN HOFFMANN RECUSED HIMSELF FROM THE ITEM.**

**7. City Bed Tax Event Program-Economic Impact Intercept Survey**

Commission discussion and possible action regarding an event intercept survey to be administered at select city bed tax supported events.

Presenter: Ray Artigue, Artigue Agency

Staff Contact: Steve Geiogamah

**8. Five-Year Tourism Development and Marketing Strategic Plan Update**

Staff update and discussion regarding the Five Year Tourism Development and Marketing Strategic Plan.

Presenter: Valeria LeBlanc, Gary Esolen Places Consulting

Staff Contact: Steve Geiogamah

**9. West World TNEC Event Marketing RFQ**

At the request of the Commission, update and discussion regarding the West World/TNEC event marketing RFQ.

**10. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**11. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**12. Adjournment 9:53AM**

**Next scheduled meeting is September 18, 2012**



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